A Souvenir Booklet

containing many beautiful and interesting views of

Salt Lake City and Vicinity

Presented by

P. W. Madsen Furniture Co.

CHURCH
LIBRARY-ARCHIVES

THE CHURCH OF JESUS CHRIST
OF LATTER-DAY SAINTS

P
979.2
P999s
1915?

Not taking into consideration the value of this booklet as a medium for the selection of better furniture, it is hoped that the numerous views of Salt Lake City and vicinity will be of sufficient interest to warrant its preservation.

Foreword

Before offering LIFETIME FURNITURE to our patrons, we have given careful consideration to the design, to the materials that enter therein, the construction, the workmanship, the finish, and most important of all, to the reliability and reputation of the makers, the GRAND RAPIDS BOOKCASE & CHAIR COMPANY. We can unhesitatingly recommend "LIFETIME FURNITURE" to our most critical customers, and the fact that it is trade marked and guaranteed indicates the great confidence the makers have in their product.

The Guarantee

"LIFETIME FURNITURE" is guaranteed by the makers against all defects traceable to faulty construction or imperfect material, and such defects will be made good in every instance without loss to the purchaser.

LIFE TIME FURNITURE

TRADEMARK

"LIFETIME FURNITURE can always be identified by the trade mark. None genuine without it. We invite careful inspection.

P. W. MADSEN FURNITURE CO.

51-57 East First South Street

Salt Lake City, Utah

INTERIOR VIEW OF P. W. MADSEN FURNITURE CO

This is a section of the main floor of the P. W. Madsen Furniture Co. showing display of "LIFE TIME" living room and library furniture. Since the establishment of this firm forty years ago its policy has been to supply quality furniture at the lowest possible price. In accord with this policy only such lines are carried in stock as may be fully guaranteed to the purchaser. Six floors comprising nearly 50,000 square feet of floor space are now devoted to a complete display of up-to-date home furnishings of this character.

THE STICKLEY FURNITURE

688

688 3-4

688 1-2

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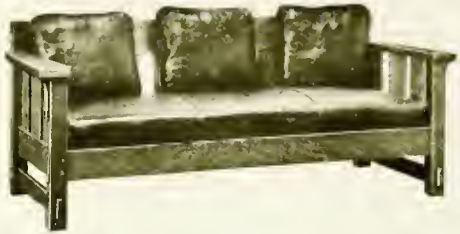
7274

Quartered Oak

SOUTH TEMPLE STREET, SALT LAKE, LOOKING EAST

Salt Lake's broad tree-lined streets are the admiration of the world. They are wide, straight and intersect at right angles. Every city street is a boulevard 132 feet wide, thus easily allowing double tracks for street cars, without danger of congestion by other traffic.

264



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Quartered Oak

THE "MORMON" TEMPLE.

The SALT LAKE TEMPLE was commenced April 6, 1853, and completed April 6, 1893 at a cost of four million dollars. It is 186½ feet long 118½ feet wide and the east tower attains a height of 210 feet, surmounted by a hammered copper statue 12½ feet high gilded with pure gold leaf. The temple was built of granite blocks hauled partly by ox teams, from native quarries. The foundation walls are 16 feet thick, and the walls above the ground taper in thickness from 9 feet to 6 feet.

708 3-4

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Quartered Oak

GREAT "MORMON" TABERNACLE

The Tabernacle in Salt Lake City is one of the largest structures for public worship in the world. It is two hundred fifty feet long, one hundred fifty feet wide, and eighty feet high and seats comfortably 8000 people. The great arches which support the roof rest upon forty-four stone pillars on the exterior. No nails nor iron were used in the construction of the roof. The acoustic properties are unsurpassed, the dropping of an ordinary pin in one end of the building being distinctly audible in all parts. The tabernacle was completed in 1870, before the railroads entered Salt Lake Valley.

672

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Quartered Oak

TABERNACLE ORGAN AND CHOIR.

The world renowned Tabernacle Organ was originally built of native materials by Utah Artisans. It now has five thousand five hundred pipes and when the additions planned are made it will be one of the largest and most up-to-date organs in the world. It is considered by experts the sweetest toned instrument on earth.

The seats around the organ are for the choir of from four to five hundred singers who contribute their services.

706 1-2

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669 1-2

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671 1-2

Quartered Oak

EAGLE GATE LOOKING TOWARDS STATE CAPITOL

The Eagle Gate has been preserved for years as a land mark having been reconstructed of cut stone It originally formed part of the unique cobblestone wall around the property of Brigham Young.

The Eagle Gate stands at the head of the longest straight street in the world

981 736 3-4 981

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743 1-2 412

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Solid Black Walnut or Quartered Oak

UTAH STATE CAPITOL

Utah may well be proud of its new Capitol recently completed. It has a commanding location on the north bench, and is pure Corinthian in Architecture. The Capitol proper is 404 feet long by 156 feet wide. The dome is 64 feet in diameter. Fifty granite columns 42 feet high adorn the exterior.

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Solid Black Walnut or Quartered Oak

SALT LAKE HIGH SCHOOL

The new High School Building which was completed at a cost of $700,000 surpasses any building for similar purposes, between Chicago and the Pacific Coast. Besides the regular four year course the High School offers technical training in mechanical arts, a building costing over $100,000 having been equipped for this purpose. There are also thirty-six grammar schools in the city. Annual salaries of public school teachers of the city amount to $550,000.

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Solid Black Walnut or Quartered Oak

UNIVERSITY OF UTAH.

The University of Utah is at the head of the state's school system and ranks high among western educational institutions. In addition to the usual university courses, it has a school of Mines and courses in law and medicine. The school of mines is one of the most popular mining schools in the country. The University attracts pupils from all over the West. The grounds cover an area of ninety-two acres.

SECTION OF SALT L

The panorama shows a portion of the business section of Salt Lake City, extending from the New House Hotel on the south to the State Capitol on the north. Nature has aided man in making the city one of the most beautiful in all the world. Situated as it is in a nook, or elbow, on the western slope of the Wasatch mountains overlooking a great valley with the shimmering

BUSINESS DISTRICT

water of the Inland sea at its feet, no better spot on which to build a city could have been found in all the West.

The U S census of 1900 gave the city a population of 53 531 and that of 1910 placed it at 92,777 an average yearly increase of 4000, in the decade.

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Quartered Oak

SALTAIR PAVILION, GREAT SALT LAKE

Saltair is world-famous for its wonderful bathing which constitutes one of the greatest attractions for the hundreds of thousands of tourists who visit the resort annually. The density of the water is such that the human body cannot sink but floats on the surface like a cork. The great pavilion rests on myriad piles driven deep into the lake. In this pavilion is the largest and finest dancing floor in the world.

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Quartered Oak

TRAIN CROSSING GREAT SALT LAKE

Here is shown a remarkable feat of engineering accomplished by the Southern Pacific Railroad in order to eliminate a most difficult grade on that line. At the same time a saving of nearly forty-four miles is effected. The new line is built straight across the Great Salt Lake. It was completed in 1903 at a total cost of $4,000,000

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Quartered Oak

SALT BEDS, GREAT SALT LAKE

These deposits are obtained from the great Inland Sea, which is the largest Dead Sea in the world. It covers an approximate area of 2,140 square miles being 50 miles wide and 75 miles long, with an average depth of 13 feet. The water is 21 per cent salt.

The salt is extracted by pumping the brine into elevated flumes which carry it inland to prepared ponds, where it deposits its mineral elements and crystalizes under the heat of the sun.

6523

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Quartered Oak

THE WORLD'S GREATEST COPPER MINE

The Utah Copper Mine is at Bingham about thirty miles west of Salt Lake City. The operations here have been compared with those on the Panama Canal. Steam shovels are veritably moving a mountain of ore. The output of refined copper for the year 1915 aggregates 156,000,000 pounds

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Solid Mahogany or Quartered Oak

WASATCH MOUNTAINS FROM LIBERTY PARK LAKE

On the east of Salt Lake Valley is the magnificent Wasatch range of the Rockies, its mountain peaks being snow capped the year round. Liberty Park is located in the South Eastern part of the city, and is the largest of several fine parks owned by the municipality

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Quartered Oak

PINE CREST INN, EMIGRATION CANYON

This spot is located up among the tall pines in scenic Emigration Canyon, twelve miles from Salt Lake City. It was through this canyon that Brigham Young with his company of "Mormon" Pioneers entered Salt Lake Valley in 1847.

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148 12

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Solid Mahogany or Quartered Oak

BRIGHTON SUMMER RESORT.

Another of Utah's mountain resorts within easy reach of Salt Lake Autoists. It lies in a mountain dell of rare beauty beside lakes which rival in beauty any spot between the seas.

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Solid Black Walnut

LAKE BLANCHE, BIG COTTONWOOD CANYON.

Beautiful Lake Blanche lies up among the mountain peaks of Big Cottonwood Canyon in a bowl of solid granite. The depth of the water in some places has never been determined. The lake covers an area of about 20 acres. Its placid water is clear as crystal and teems with bass and sparkling mountain trout.

The Evolution

Not many years back furniture manufacturers did not appreciate the necessity for making suites complete, consequently, the home furnisher was up against a hard problem in assembling suites, the various pieces of which did not match in design and finish.

This difficulty is solved in the Lifetime Line as every suite put out by the maker is complete in itself and harmonizes in every detail. The finish is uniform and LIFETIME FURNITURE suites for the Dining Room, Living Room, Library and Hall in either Period or Cloister designs do not have that "hit or miss" appearance which is so ruinous to the decorative harmony necessary in the well furnished home.

Having made a personal inspection of the Lifetime Plant, noted the conscientious and painstaking care taken in the designing and manufacture of LIFETIME FURNITURE and being familiar with the integrity of the concern through years of business association, we are in a position to assure you that in design, quality and finish there is nothing more to be wished for. A personal visit by you will be welcomed.

P. W. MADSEN FURNITURE CO.

RUNNING WATERS.

Here is revealed a glimpse of the picturesque wild beauty to be found in hundreds of just such sequestered nooks in the numerous canyons and beauty spots of Utah

Some of the world's finest canyon scenery is within thirty minutes ride from the heart of Salt Lake City

WHEN a bit of sunshine hits ye,
After passing of a cloud,
When a fit of laughter gets ye
An' ye'r spine is feelin' proud,
Don't fergit to up and fling it
At a soul that's feelin' blue,
For the minit that ye sling it
It's a boomerang to you.

—Capt. Jack Crawford

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Printed in the Lifetime